

INVITATION - World's first 'Carbon Footprinting' Gallery Hosted by the Carbon Trust Showcasing footprinting and carbon reduction achievements of leading global brands including, BT, Danone, Manchester United, Tesco and others

Submitted by: Brands2Life

Friday, 30 March 2012

The Carbon Trust (<http://www.carbontrust.com/>) invites you to its first global Carbon Footprinting Gallery, featuring a small army of concrete jelly babies, a bubble machine, a piggy bank on wheels, and other intriguing exhibits.

Tom Delay, Chief Executive, Carbon Trust will be on-hand with other Carbon Trust footprinting experts, and spokespeople from brands participating in the Gallery, to take a fresh look at the carbon footprinting achievements of a variety of organisations who will be showcasing their carbon footprinting stories through the creative exhibits.

Carbon reduction is a journey for many brands and carbon footprinting is often a starting point from which organisations can identify and then work to reduce the most carbon intensive aspects of their supply chain. The insight provided by carbon footprinting can enable organisations to make significant changes to their supply chain processes, develop stronger relationships with suppliers, and improve communications with customers and employees. These changes can lead to innovation in product design, enhance organisational reputation, and result in significant cost savings.

The new exhibition will provoke debate and explore the carbon stories behind every day products and household brands. Please come along and be part of the conversation!

Drinks and light snacks will be served throughout the evening.

Monday 2nd April 2012, 18.00 – 21.00

The Future Gallery, Nr Leicester Square, London

The Gallery will be open to the public on Weds 4th April.

RSVP

Please let us know if you are interested in attending by 30 March 2012 by emailing carbontrust@brands2life.com or calling +44207 592 1200. Spaces are limited.

<http://www.carbontrust.com/>